

NEWS BRIEFS

Day's wrap: Gucci, Vogue, Jaguar, Paris, Peninsula and Cunard

February 28, 2018



Gucci's spring summer campaign for 2018 features an interactive art gallery. Image credit: Gucci.

By STAFF REPORTS

Luxury Daily's live news from Feb. 28:

[Gucci transforms stores into interactive art galleries](#)

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Italian fashion label Gucci is bringing its in-store campaign for spring/summer 2018 to life in a move that strongholds the innovative mindset of bringing offline and online together.

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[Vogue anticipates growing fashion markets with new edition](#)

Media group Cond Nast International is advancing its iconic fashion brand into a new region whose appetite for style creates a stable environment.

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[Jaguar gives young fans the tools to drive safe](#)

British automaker Jaguar is fostering a love for its brand early by catering to 11 to 17 year olds in a new experience.

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[Paris targets young travelers with Snapchat fashion week push](#)

As Snapchat's reach continues to spread to older and younger demographics, the Paris government is supporting its plan to become a digital-first city with the social application during its fashion week.

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[Peninsula enhances elegance with renovation and partnership](#)

The Peninsula Beverly Hotels is ushering in its massive guest room redesign with a BMW partnership, bringing convenience and opulence to the new guest experience.

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[Cunard links with Rocky Mountaineer to offer luxury rail travel](#)

As it makes it return to Alaska, cruise line Cunard is ensuring that its passengers can have a luxury experience on both water and land.

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